

Marketing Research and Intelligence

MRKT6283

Course Outline

Description: Learn how to integrate market research into communication processes and the development of marketing strategies. This course covers research techniques, data collection and analysis, and reporting.

Prerequisite: *Principles of Marketing or equivalent.*

What to Expect:

There is a reasonable amount of work outside the online classroom. Textbooks are required, and reading will be assigned on a regular basis. Online learning is highly interactive and you should plan to log into your course regularly throughout the week.

Please come to this course prepared to share your experiences, opinions and perspectives with the class.

Course Goals:

Develop an understanding of the roles and techniques of market research including:

1. Secondary and primary research
2. Basic statistical concepts
3. Quantitative and Qualitative research methods
4. Survey research methods including: design, sampling and instrument development
5. Analysis and reporting

Course Objectives:

At the end of this course, students will have a working knowledge of:

1. What market research is all about as an important marketing best practice.
2. How market research techniques are used to support the overall marketing management function.
3. Research methods and practices including gathering information, carrying out qualitative research, and designing questionnaires.
4. How to produce and interpret basic analysis and report structures.

Evaluation:

Weekly Discussion Assignments & Peer Participation:	30%
Major Report 1, Due Week 6 (Instructions under Assignments on OWL)	35%
Major Report 2, Due Week 12 (Instructions under Assignments on OWL)	35%

Course Outline Schedule

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Learning Objectives	Readings and assessments
Marketing Research for Managerial Decision Making	Chapter 1
The Marketing Research Process and Proposals	Chapter 2
Secondary Data, Literature Reviews, and Hypotheses	Chapter 3
Exploratory and Observational Research Designs and Data Collection Approaches	Chapter 4
Descriptive and Causal Research Designs	Chapter 5
Sampling: Theory and Methods	Chapter 6
Measurement and Scaling	Chapter 7 Project 1 due
Designing the Questionnaire	Chapter 8
Qualitative Data Analysis	Chapter 9
Preparing Data for Quantitative Analysis	Chapter 10
Basic Data Analysis for Quantitative Research	Chapter 11
Examining Relationships in Quantitative Research	Chapter 12
Communicating Marketing Research Findings	Chapter 13 Project 2 Due

The course outline and schedule are subject to change at the discretion of the course instructor.

How does the course work – a quick overview?

Each week there are assigned chapters and cases to read according to the schedule.

After reading the assigned chapter(s) you can review the PowerPoint's and notes. There are two discussion assignments for each week. The first discussion assignment(s) refer to the text chapter material while the second will refer to case material. These questions will be answered prior to midnight on Wednesday of the week. Students will then respond to at least one of the other student's postings as assigned prior to Midnight on Sunday at the end of the week. These are graded weekly and you accumulate participation points. There are also graded projects due in week 6 and week 12.

Notes on assignments (papers and reports):

- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for

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credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct:

<http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).